## **ANNUAL REPORT 2021**



## **REACH SIEM REAP**

### **ANNUAL REPORT 2021**

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### **ABOUT US**

Founded in August 2019, REACH Siem Reap opened the gates of our community centre on the 4th of March, 2020.

With our goal to improve the living conditions of Cambodian families living in abject poverty, we work alongside guardians to support their basic needs so that their children can continue their education.

Poverty is multidimensional. To break the cycle, children need access to equal opportunities whilst their families also receive holistic support. Once a family is enrolled at REACH, our students and their guardians have access to everything we offer.



### **CORE OFFERINGS**

Within our second year of operation, we have launched 8 key programs, all focused on 3 core offerings:







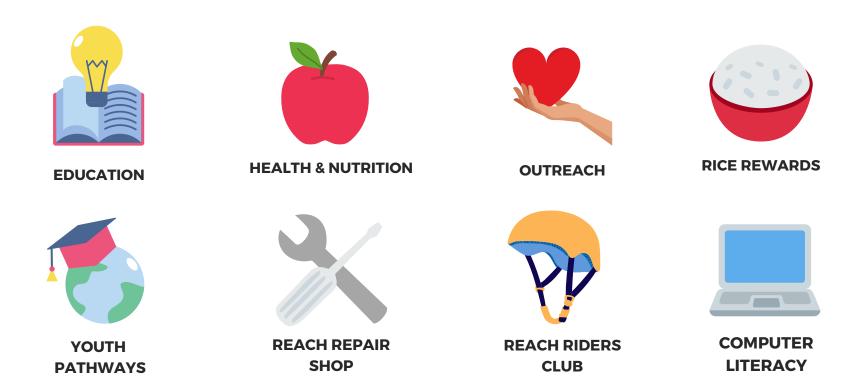
**EDUCATION** 

**NUTRITION** 

**HEALTH CARE** 

## REACH IS MORE THAN AN ENGLISH SCHOOL

With our goal to improve the living conditions and quality of life of children, youth & families in the urban slums of Siem Reap, we have identified the following programs which work together to make positive & lasting change:



## **MISSION**

Providing integrated programs for impoverished Cambodian children to become change makers within their community, preparing them with life-skills to gain fair employment, and to break longstanding cycles of poverty within their family.

## **VISION**

A future where all Cambodian children have access to quality education, shelter, nutritious food, healthcare and safe living environments so that they can thrive, develop, succeed and reach their dreams.

## **VALUES**





**COMPASSION** 









COMMITMENT

**OPEN-MINDEDNESS** 

**SUSTAINABILITY** 

### **WORDS FROM OUR FOUNDER**



#### **EMILY WILLIAMSON**

# FOUNDER & PROGRAM DIRECTOR (Cambodia) CO-DIRECTOR (Australia)

The exacerbated poverty levels and suffering here has been overwhelming; when you look around Siem Reap, and see so many closed businesses, it is nothing short of devastating. Thankfully, within our work bubble, with so many big goals to achieve and things to do, our team has been able to direct our energy away from the negative, and channel it into positive action.

Despite every curveball thrown our way, to date, in 2021 our local team has provided close to 30,000kgs of emergency rice as well as hygiene supplies, additional nutrition, educational supplies, water, rental assistance and medical treatments... and the list goes on and on.

When focusing on the silver linings, it is evident that by spending months working from home, we have been able to develop our programs much faster than we had originally planned. Through circumstance, we have had time to also forge great partnerships along the way.

We were forced to constantly analyse and adapt our strategies intensively; as a result, we have all learned so much, in such a short time. Importantly, we have been able to not only retain our team of incredible local employees but have also been able to provide more jobs for deserving local candidates who were made redundant due to COVID-19.

### **WORDS FROM OUR LOCAL TEAM**



#### **SOK MARDY**

#### **EDUCATION MANAGER (Cambodia)**

2021 was a productive year for our Education Department, focusing on developing our program to be the best that it can be for the return of our students. With the continued closure of our school, we maintained our online and offline learning platforms and held monthly drop-out prevention phone calls to ensure the return of our students to the education system. We took this time to develop our curriculum and streamline lesson plans resources in the long-awaited anticipation of our proposed reopening in December.

Before reopening, we held placement tests to successfully place our students from 10 -18 years old. In addition, we held a family orientation in November to ensure that our parents understood REACH's programs and the services that they can access. I am so happy to report that after 20 months, we welcomed back 115 eager students in December.

At this time, the Khmer schools reopened too, so we provided school supplies to every single REACH student so that they could return to school. Looking forward to 2022, we are so excited to welcome all students back to class. We are already looking forward to celebrating our students graduating from their 1st semester in June 2022.

Thank you to our supporters who kept our education program running, we can't wait to see what this year brings!

## **WORDS FROM OUR CO-FOUNDER**



#### **JOHN IOANNOU**

**CO-FOUNDER (Australia)** 

Two years on I didn't think in my wildest dreams that the world would still be dealing with the COVID-19 global pandemic, and its numerous mutating variants. It seemed a new language was being spoken with endless references to masks, lockdowns, quarantine and vaccine options, as well as numerous restrictions to our work, travel and leisure time. Every time we thought we were over the worst of it..... a new variant emerged and backwards we went.

No country and no person was spared, with medical and emergency services struggling to keep up, people out of work, and worldwide economies on the brink of collapse. Of course, the avalanche effect of all this to people in a third world country was catastrophic, particularly to those like our REACH families who live on the fringes in the best of times.

Throughout 2021, even though our overall funding was reduced, we managed to make do and keep our doors open, and continue to support those in desperate need. Despite personal hardships faced by all around the world, many of our generous donors continued to support our REACH families. For this and all the various forms of support provided, we remain ever grateful to you all.

As 2021 draws to a close, I will foolishly and optimistically say that it does seem we are over the worst of it, and we look forward to better days ahead.

### **WORDS FROM OUR LOCAL TEAM**



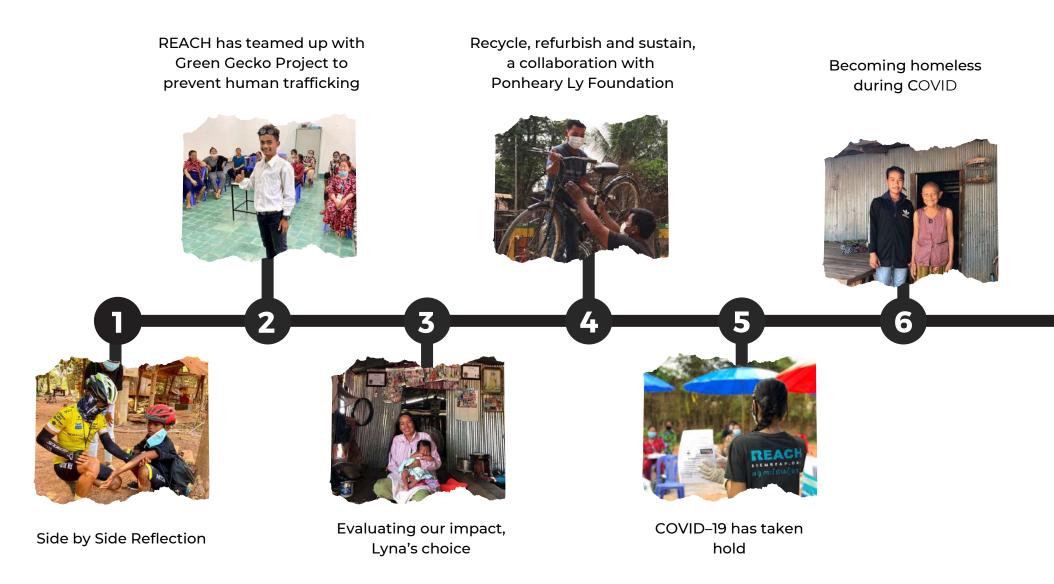
#### **PEACH KOEMYEN**

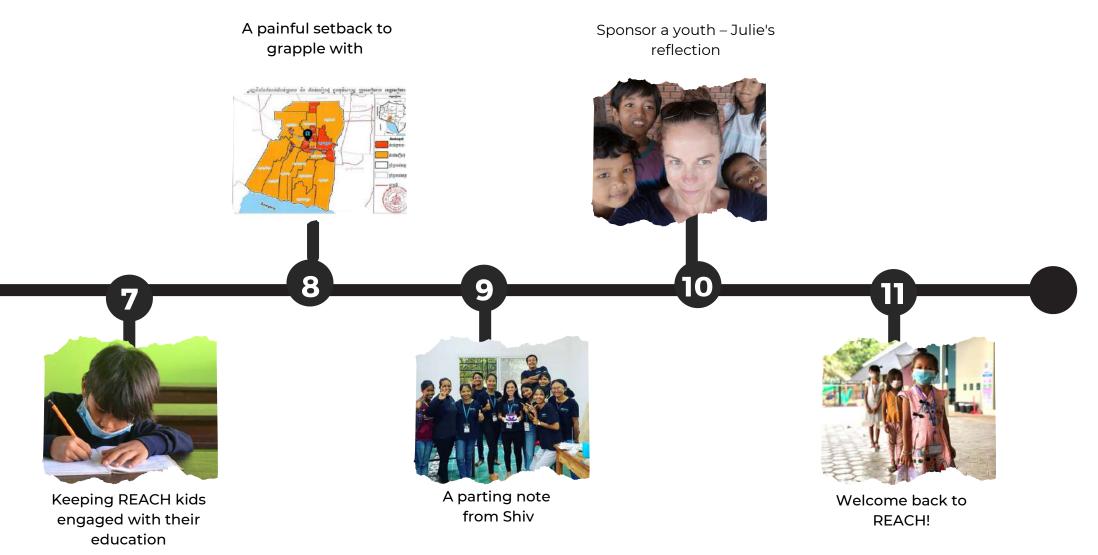
### **SOCIAL WORKER (Cambodia)**

The start of 2021 was a difficult year for the Outreach Department due to COVID, but towards the end of the year, we have had many successes in our department such as family planning workshops, family interviews, and supporting children's trips to the clinics. We were also able to build positive links with the local authorities who supported us in the facilitation of our emergency food relief. These collection sessions were held with 10 families at a time to maintain social distancing.

During tough lockdowns, the Outreach team had no other option than to drop the food directly to our families in the village after obtaining the relevant permits. We were also able to provide our families with water filters that were diligently tested, so that REACH families have clean drinking water at their homes.

Sadly, widespread construction in Siem Reap directly affected four REACH families causing them to become homeless. Our team were able to identify the families in need and step in to prevent them from relocating and dropping out of REACH's programs. We are providing rental assistance and are monitoring the families financial situation so that they can become self-sufficient. We are hopeful that they will be able to pay their own rent next year but will support them as they need. Next year, when all of our students return, we will be reinstating our Rice Rewards program and will be scaling up our community workshops.







OF OUR STUDENTS REMAINED IN THE EDUCATION SYSTEM

HOMEWORK PACKS DISTRIBUTED

PUBLIC SCHOOL UNIFORMS & KITS

STUDENTS WELCOMED BACK TO CLASS

## **EDUCATION**

With the ongoing countrywide closure of schools throughout the year, when it appeared that this would be the "new normal" for the remainder of the year, our focus shifted from reopening, to implementing our continued education home learning strategy.

In May we officially launched our online learning platforms for youths aged between ages 10 and 18. With funds raised from our Match-Grant campaign, we were able to provide all 62 youths who had access to smart phones, with weekly data top ups so that they could access the internet.

The selected youths attended online lessons hosted by our teachers focusing on basic English as well as Khmer book club, journaling, and reflection tasks. To minimise screen time, each student completed their work by handwriting responses in their notebooks, as opposed to typing out their answers. They were required to take photos of the workbooks and post photos of their work into their closed online groups.

Our teachers worked incredibly hard tracking the online work submission; over the course of 7 months there was an average submission rate of 85% across 2 online learning platforms. Due to technical challenges throughout the year, 4 students were unable to remain online, and instead received offline homework packs. The total number of students who learned online was 58.



#### **ANNUAL REPORT - 2021**

The remaining 113 students continued with their offline homework packs, and our education team began dropout prevention phone calls to maintain engagement and increase the chances of our children returning to school. In August 2021, with high rates of the adult population vaccinated, it was announced that the next age group to receive the vaccinations would be between the ages of 12 and 17 years old. With sights set on reopening schools, this strategy was implemented to minimize the risks associated with youths returning safely to school. Witnessing hospitals with a solid infrastructure and much more funding in developed countries being overrun with patients, this strategy was integral to Cambodia getting back on its feet and children back in education.

With high rates of youths fully vaccinated, on October 21st, the government announced that schools would be able to reopen, and on November 1st we saw our students finally return to their public schools after 20 long months. To help facilitate this, our team held an orientation week in which students were measured for a brand-new school uniform, thanks to a private fundraiser held by one of our supporters. Returning to school with a new uniform and school supplies ensured that our students were not faced with a spotlighted economical divide between themselves, and their peers and they could walk proudly back into their classrooms.

We are so happy to report that 75% of our students returned to public school and did not fall victim to illegal workforces and child labor. It was incredibly difficult to keep them all engaged in their learning, and their families heads above water, but we are proud that the majority remained in the education system.

Following the successful reopening of public schools, on 13th December, after 20 painful months of closure, our school gates finally re-opened to 112 students between the ages of 10 and 18. To ensure we complied with minimum class sizes, we decided to welcome back these students first for a pilot semester. During this time, the remaining 67 young learners continued to receive offline homework packs and regular phone calls.

Upon completion of this Semester, in 2022 we envisage that by mid-year we will be able to welcome back all REACH students and operate at full capacity. We will continue to follow the SOP guidelines to operate safely and in line with government orders.

## **HEALTH & NUTRITION**

Just because there was an absence of daily school meals prep does not mean that our kitchen team's jobs were redundant – in fact, it's been quite the opposite!

Thanks to the daily hard work of Sreymom and Theab, our garden has grown from strength to strength and is now successfully functioning as an additional food supply. This year has been a period of trial and error for our vegetable garden, as we have monitored the success of a variety of crops throughout the turbulent wet and dry seasons.

The team now understands which crops thrive under which conditions, and we intend to include the garden in our Education Program so that our students learn how to cultivate their own crops.

Before we reopened in December, the team distributed the harvested veggies to the neediest families. Now that our students have returned, we have measured all children's BMI's and are using the homegrown vegetables to provide more nutritional supplements to our students who are in the most need.



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As in 2020, the continuation of the pandemic has further highlighted the importance of maintaining a good level of personal hygiene.

Soap is a luxury many of our families simply cannot afford, and so our monthly emergency relief packs included 3,474 bars of Eco-soap, providing one per person to ensure our families did not go without, decreasing their risk of contracting a multitude of viruses.

Another common health issue that people suffer with in Cambodia is parasites. Untreated, this can cause severe weight loss, lethargy, digestive problems and chronic pain. Knowing that our families are at high risk, we were able to continue providing our families with twice yearly parasite prevention medication.

After educating our families about parasites, it was at their discretion whether they wanted to take the treatment – pleasingly, all of our families opted to take the preventative measures!



### **OUTREACH**

Throughout 2021, Outreach remained our core program. The emergency food relief continued to be an essential aid for over 100 families that REACH supports and we provided this on a monthly basis for the duration of the year.

The food distribution process had to be reinvented a number of times, with the safety of both our staff and families at the forefront. This included emergency food drops, social distanced collections and cash wire transfers when these options were prohibited during lockdowns.

In addition to the multiple economic issues facing so many families already, this year added an additional threat to the future of REACH's families.

The 38 roads project in the city began in January 2021, taking advantage of the fact that the borders were closed for tourists. Whilst there were many positives to this construction work that will have a long-term positive impact on Siem Reap and the country as a whole, the reclaim of land resulted in the displacement of many impoverished families who were squatting on the land and built their shacks there over the past decade and longer.





Thankfully, due to the success of our Double Your REACH (DYR) campaign, we were able to provide all four REACH families affected by the road works with monthly rental assistance to ensure they stayed in Siem Reap and their children could remain in the education system.

In addition, the DYR campaign enabled us to provide every single REACH family with a clean drinking water filter, inclusive of a tutorial by our team, and health and safety checks from Water for Cambodia. Whilst the majority of the world battled harsh lockdowns in 2020, for Cambodia, the strictest lockdowns and spike in COVID cases came in 2021. Knowing that whilst our families could not step foot outside their houses, they had access to clean water and food from our emergency packs was a huge relief.

When permitted, our Outreach team hosted socially distanced miniworkshops. These sessions included valuing education, raising awareness on how to access vaccinations and learning how to install and maintain their water filters. Further to this, it was not just our families that benefited from educational workshops this year, but also our team. Our Social Workers received 1 on 1 training with a freelance consultant and attended case management training with First Step Cambodia.

Our ability to facilitate medical treatments was hindered due to closures and lockdowns but we still managed to support 21 consultations for our families. This included providing 2 family planning contraceptive bars for women in need.



### **YOUTH PATHWAYS**

We started the year on a huge high, with selected youths having completed the inaugural Side by Side event, joining months of training rides and eventually fundraising for their community through their 200kms in 2 days challenge.

However, just months later, cases in the country rose, restrictions were tightened and Cambodia was instructed to lockdown. This meant that we could no longer have our REACH Role Models on site, bike rides were forced to stop and volunteer hours suspended. This was extremely upsetting for them on the back end of Side by Side- however, ongoing engagement through the phone led us to a mentoring project with our collaborators at Cambodia Rural Student's Trust (CRST).

The CRST Mentoring project was intended to work as a form of motivation, providing both academic and emotional support for our youths whilst they were enduring a tough lockdown. Eleven CRST leaders signed up to become mentors for eleven REACH Role Models which involved a 45 minute zoom/phone call every week to discuss certain topics.



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The topics included leadership, personal development, confidence building, and coping mechanisms. All mentors signed a Code of Conduct and Child Protection Policy prior to beginning their mentoring, and clearly understood the instances in which they would need to refer students on to our Social Workers.

Through the hard work of both our Youth Pathways Program Manager and CRST, this program was piloted and was very helpful for the youths while in lockdowns. Moving forward into 2022, we aim to have CRST Mentors support our youth face to face through team building activities and face to face mentoring in our Sunday program which is being developed.

Further to this, ongoing stipend payments were distributed to ensure they were not labouring, and online data cards meant that they could stay on top of their public-school online classes. Thankfully when restrictions eased the REACH Role Models were immediately back on site enjoying our facilities with our team, volunteering their time for the 7 weeks in the lead up to re-opening our NGO.



### **REACH RIDERS CLUB**

Following our youths' incredible achievement of cycling 200kms in 2 days in January, the REACH Riders Club quickly came to a halt due to COVID-19.

With imposed restrictions on gatherings and unstable lockdowns, the Riders Club was unable to operate for much of 2021. However, after the successful roll out of vaccinations, the announcement of the reopening of public schools and the lift of the gathering ban – one of the first things we were able to successfully resume in October was our amazing cycling club.

At this time, our students were not officially back at REACH yet, and so to recommence the club rides, our riders club manager Bo held a workshop with youths from the ages of 12 and above explaining how the club works and what they would get out of it. At the end of the session, the youths were given an application form to fill out and submit if they wanted to become a member of the club. It was safe to say, getting numbers in the club was not hard!

As a result of Bo's workshop, 43 excited youths submitted their applications to join the club. With only 3 months to train for the 2022 Side by Side event, these youths were out on our bikes the following week.

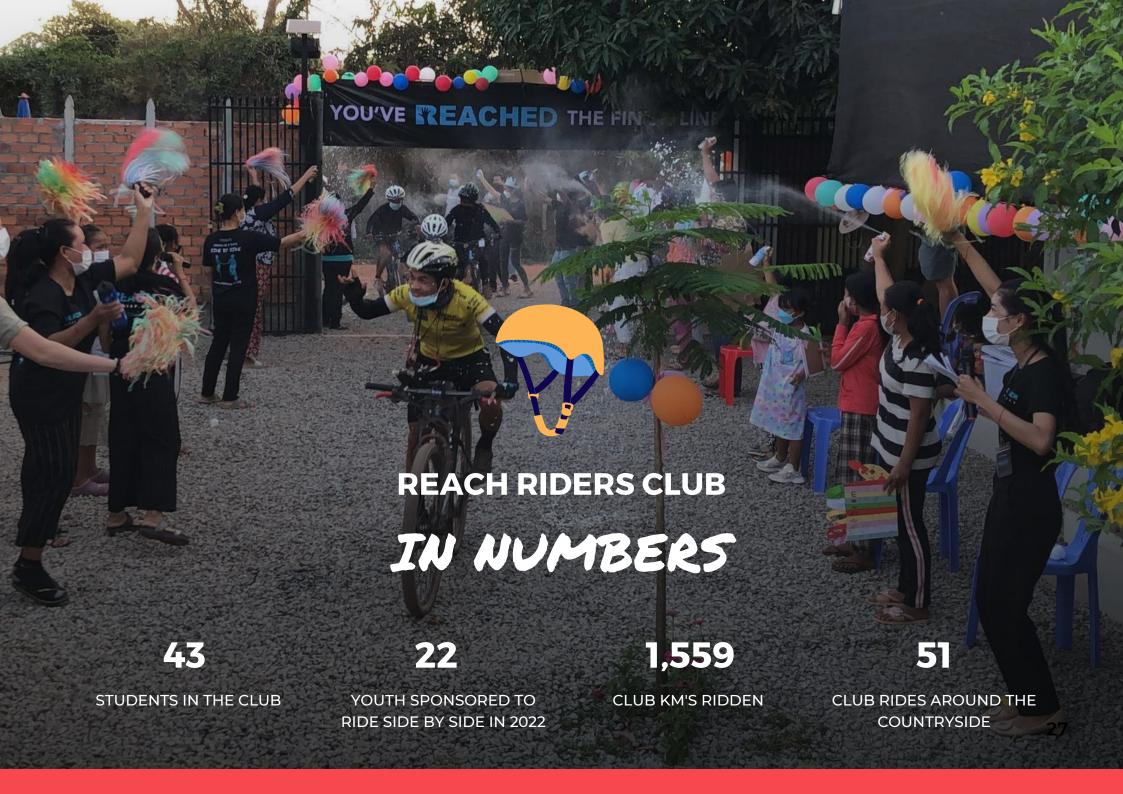




Having lived through so much instability with restrictions throughout the year, we did not know whether the students would be able to take part in the Side by Side event in January 2022, and so the reintroduction of the club focused on fun club rides. These rides act as an opportunity for our youths to have respite from the daily stresses they face in their home life.

In October, we tentatively launched the Side by Side 2022 event, reaching out for international competitors to complete their challenge from their respective countries, riding virtually alongside with our youth at REACH.

Thankfully, we felt confident enough to request sponsorship for 22 youths to take part in the event in January and compete 200kms in 2 days. Between October and December, our youths have been training up to 4 times a week, cycling a total of 1559kms in 2021 to prepare them for the exciting event in January 2022 where they will be riding for their community!



### **REACH REPAIR SHOP**

This year, the REACH Repair Shop has grown from strength to strength, and thanks to a private donor, we were able to increase our Repair Shop capacity. We added 3 main workstations complete with tool sets, bench grinders, drills, compressors and a spraying room to perform complete end-to-end refurbishments to an extremely high quality. We began by reaching out to the community, asking for donations of bikes for our team to refurbish and distribute to those in need. Although we received a fantastic initial response, we knew that it may not be sustainable with the volume of bikes we would need to distribute to children and parents in need of transport. And then we were approached by local NGO, Ponheary Ly Foundation (PLF) who had an exciting ongoing collaboration in mind!

PLF generously donated 54 preloved bicycles to our repair shop so that our team could work their magic and bring them back to life! Not only did they pledge the bikes, but they also donated the funds to cover the cost of the end to end refurbishments. In 2021, our team had refurbished 35 of PLF's donated bicycles which have since been distributed to those in most need in the local community.

Our students have been benefiting greatly from our collaborations with other organisations. By repairing bikes for beneficiaries at Heartprint and Haven, our youth were able to head out on excursions to learn more about other NGO's in the community too.



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In addition to our fantastic team behind this project, we also piloted having I full-time intern in the repair shop, as well as hosting several REACH Role Models who volunteered their time to support the community.

Our intern trained directly under the supervision of our experienced Repair Shop Supervisor and was taught everything they needed to know about bicycle mechanics using the tools and equipment in our shop.

This short-term internship placement was supervised by Polin and by the end of their placement was able to independently repair bicycles without supervision.

Next year, we aim to formalise this opportunity, and tie it in with access to other programs such as the Computer Literacy and Youth Pathways courses (which are both under development).

In 2021, the Repair Shop team was also able to repair 103 of our existing beneficiaries bicycles, of which we saw most come in for repair when the schools re-opened. The students in the shop were so proud knowing that they were responsible for keeping their peers mobile!



### **COMPUTER LITERACY PROGRAM**

Major disruptions brought on by COVID-19, caused the ongoing delay of our Computer Literacy program.

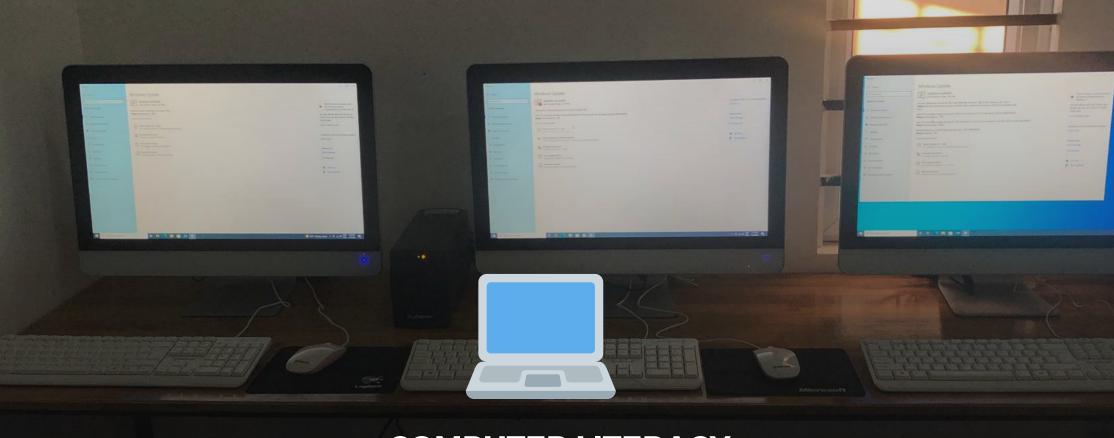
The challenges faced by our families in the community through the lockdowns took precedence and the continuation of food relief was our greatest priority.

Despite this programs delayed launch, thanks to our partners at First Move Digital, we were able to kit out and set up the room by purchasing and installing 22 computers in Q4.

In December, a foreign freelancer was sponsored on a 10-month part-time contract to support the set-up of this program. With this additional support, we are anticipating the full launch of this program for our kids and youth in June 2022.







**COMPUTER LITERACY** 

IN NUMBERS

22

DESKTOP COMPUTERS PURCHASED & INSTALLED

FREELANCER HELPING TO SET UP THE PROGRAM

### **VOLUNTEERS**

Despite the border closures and continued absence of tourism throughout 2021, we were extremely lucky to host 7 committed volunteers.

Out of these 7, 5 were based in country and volunteered on the ground, whilst 2 volunteers joined our team remotely. We feel incredibly grateful to these volunteers for dedicating their time to our programs. Our volunteers' valuable skills were able to be used throughout our programs including: Market research, maternity care, health and hygiene protocols and menu development, social media engagement, and a whole lot more!

We are so happy that tourists can now return to Cambodia, and we can't wait to welcome (hopefully) many more volunteers throughout 2022.







### **VOLUNTEER TESTIMONIAL**

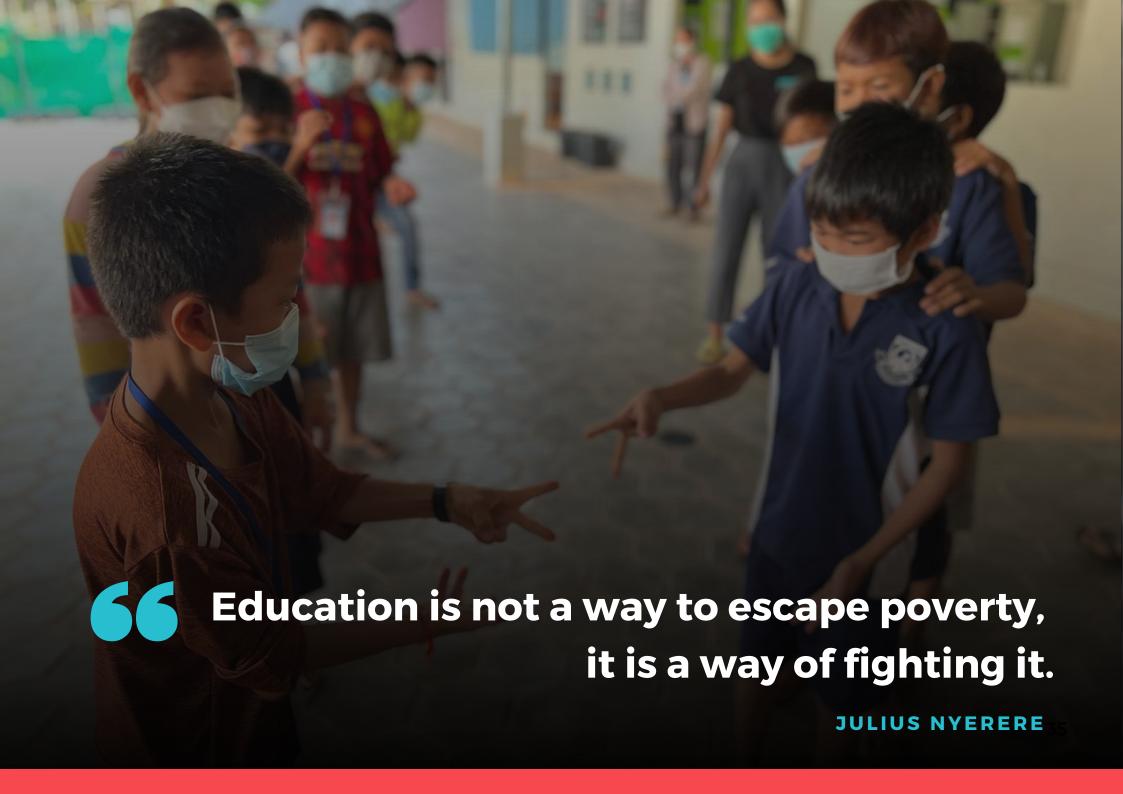
After finishing the Program Management internship, the Communications Manager proposed to me to intern in support of Social Media. I was a little bit hesitant about this idea since I did not have any prior experience in tracking analytics or in increasing engagement. However, the Communications Manager reassured me and gave me some advice.

During this internship, I have been active at increasing engagement and increasing followers on both Instagram and Twitter but also in engaging with organisations that I had listed as potential partners/collaborators in my previous internship at REACH. I really appreciated the fact that the Communication Manager was always there to advise me and help me if needed.

Even though this internship was remote due to the pandemic, I have learned a lot of new skills such as tracking analytics, engaging with people/organisations on social media, and even increasing followers on social media platforms. I have also improved my skills in Excel and Canva.

REACH is a committed NGO with devoted and motivated workers who love the country and want to alleviate poverty in Siem Reap.

### - SUSANE RADJARADJANE



### **LOOKING FORWARD IN 2022**

If 2020 and 2021 have taught us anything, it's that things can change very quickly. However, that does not stop us planning for great things in 2022. We are staying hopeful that this new level of stability in the country will continue so we can see our program strategies come into fruition.

We foresee our main areas of program development in the following areas:

- Completion of the soft opening for students above the age of 10 years after completing Level 1 Lets Go.
- The complete set up of our Kindergarten Program
- The complete set up of our Computer Literacy Program
- Official reopening for all students in June 2022
- Youth Pathways Sunday school preparing students for further education/vocational training in operation
- Continued development of Repair Shop program and training course

In addition to development within our programs, we are hoping to see the return of tourism in 2022, and with that, the return of volunteers in addition to the relaunch of our international bike ride fundraiser.

After an incredibly difficult 2 years, we feel positive that everything is moving in the right direction for a successful 2022!



## **INTERNATIONAL PARTNERS**

The following international organisations played a key role in the success of our programs in 2021.















## **LOCAL COLLABORATIONS**

By working closely with the following local NGOs and businesses we have been able to maximise our impact.



















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Almost a year ago I first met Emily at a coffeeshop in Siem Reap where we brainstormed a "crazy idea" that ended up benefitting both of our organizations greatly.



PLF has somewhere in the order of 700 bicycles in the hands of high school students in rural and remote locations that every year need servicing to keep those students on the road. During COVID it was particularly difficult to keep those repairs done and many of our students had bikes they could no longer ride.

REACH on the other hand was in need of bikes that they could refurbish to get their Bike Repair Clinic launched. Over a simple cup of coffee, we hatched a plan to deliver new bikes to our grounded students and pick up their broken-down bikes for delivery to REACH, thus solving two problems at once.

We were all thrilled with this outcome, loved the idea of being able to repurpose so many bikes and we hope to continue this project well into the future.



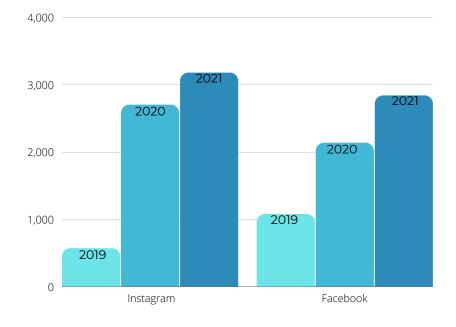
- LORI CARLSON

Ponheary Ly Foundation

#### **GROWING OUR REACH**

One of our core values is transparency, as such we have used our online presence to reinforce this to our supporters. Throughout 2021, our small communications team worked closely with each department, to accurately depict our ongoing operations to our donors, keeping our supporters up to date with the ever-changing climate.

#### **FOLLOWER GROWTH 2019 - 2021**



#### **NOT YET FOLLOWING US?**

Make sure to like and follow our pages to stay up to date with all things happening on the ground at REACH!

Help us by commenting, liking and sharing our posts.









### **OUR GLOBAL SUPPORTERS**

Despite extremely tough times globally, we are incredibly proud and grateful to share that we received 1,212 donations from a total 26 countries across the globe, extending our reach to 7 more countries than in 2020.

This year, more than half of our income (55.04%) was donated from people living in Australia, 21.4% from people in the United Kingdom and 5.37% from residents of the United Arab Emirates.

See below a list of all the places people have supported us from:

- AUSTRALIA
- BELGIUM
- CAMBODIA
- CANADA
- CHINA
- CZECH REPUBLIC
- DENMARK
- FINLAND
- FRANCE
- HONG KONG
- INDONESIA
- IRELAND
- ITALY

- MALAYSIA
- NETHERLANDS
- NEW ZEALAND
- NORWAY
- PORTUGAL
- SINGAPORE
- SPAIN
- SWEDEN
- THAILAND
- UNITED ARAB EMIRATES
- UNITED KINGDOM
- UNITED STATES
- VIETNAM





# **FINANCIAL STATEMENTS**

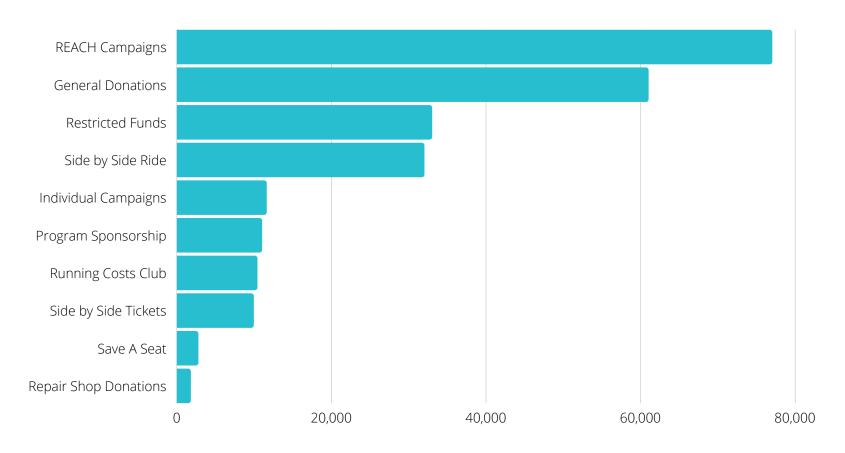


ASSETS	DEC, 31	2021
CURRENT ASSETS		
Bank - Trading Account		17,370.41
Bank - Petty Cash Account		1,019.69
Bank - Trading Account		948.41
<b>Total Current Assets</b>		\$19,338.51
LONG-TERM ASSETS		
Lease Holding Deposit		2,700
Total Long-term Assets		\$2,700
TOTAL ASSETS		\$22,038.51
LIABILITIES & SHAREHOLDI	ER'S EQUITY	
Shareholders' equity:		
Net Income		-41,363.27
Retained Earnings		63,401.78
Total shareholders' equity		\$22,038.51
TOTAL LIABILITIES AND EQUITY		\$22,038.51

44

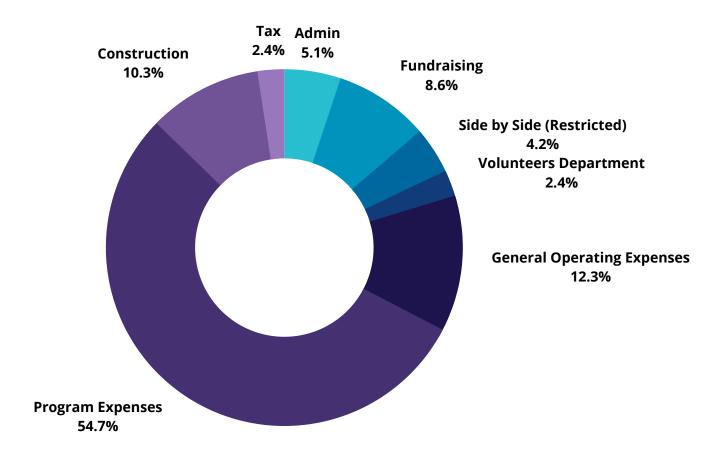
REVENUE & SUPPORT	JAN - DEC	2021
INCOME		
Bank Interest		63.33
Donation - General		31,658.70
REACH Siem Reap Ltd. (Australian Fundraising Arm)		139,918.80
Total Donations		\$171,640.83
TOTAL INCOME		
EXPENSES		
Administration		10,886.03
Fundraising		18,290.25
Side by Side Costs (Restricted Sponsorships)		8,997.64
Volunteers Department		5,046.20
General Operating Expenses (Rent, Transportation, Utilities, Security, etc.)		26,253.12
All Program Expenses		116,436.18
Construction		21,925.86
Tax & Compliance		5,168.82
TOTAL EXPENSES		\$213,004.10
NET EARNINGS		\$ -41,363.27

## **FUNDING BREAKDOWN**



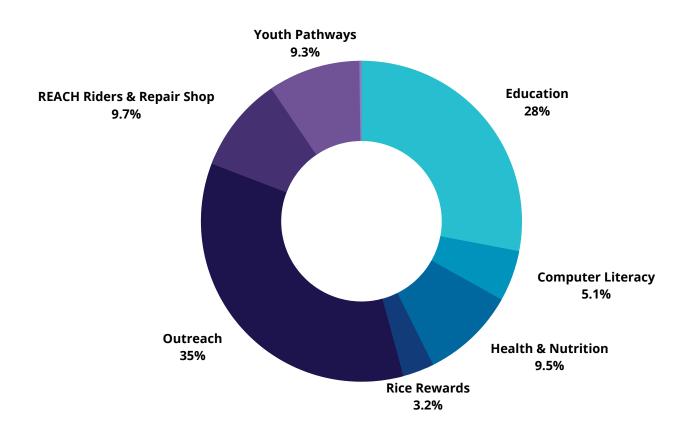
<sup>\*</sup> The above breakdown is approximate and is sourced from our internal funding tracker (\$USD).

## **EXPENSES OVERVIEW**



<sup>\*</sup> The above expense overview is using figures sourced from our 2021 Profit & Loss Statement.

## **PROGRAM EXPENSES EXPLAINED**



<sup>\*</sup> The above expense overview is using figures sourced from our 2021 Profit & Loss Statement.

